MEMBER VALUE
FY 2014-2015
Celebrating 75 years as the leading voice of healthcare from 1939-2014

The Japanese Hospital (now Kuakini Medical Center) 1940

Home Health Visit 1938

Waimea Hospital 1953

The Queen's Hospital c 1938
Advocacy

State Legislation

HAH’s anchor sustainability bills passed the legislature again in 2015.

- Act 69: Nursing Facility Sustainability Program
- Act 70: Hospital Sustainability Program

Both sustainability programs are designed to draw down federal matching Medicaid funds to improve reimbursements that would maintain access to care for this population. No state funds and no taxpayer dollars will be used. Instead, the legislation raises funds from private facilities.

HAH also collaborated with stakeholders toward the passage of important healthcare legislation:

- HHSC Maui Region Partnership
- Stroke Standards of Care
- Kupuna Care Funding
- ACA Waiver Task Force

HAH defeated 4 bills that would have hurt best practices for patient care, and overall lobbied and testified on 30 measures during the 2015 legislative session.

National Legislation

During the 2014-15 fiscal year, HAH advocated in Washington, DC on a number of issues critical to Hawaii healthcare provider organizations, including:

- Behavioral Health EHR
- COFA Insurance Coverage
- Critical Access Hospital Relief Act
- DSH Reduction Relief
- Establishing Beneficiary Equity in the Hospital Readmission Program
- Face-to-Face Requirement
- Frontier Status
- Home Health Care Planning Improvement
- Home Health Rebasing Relief
- Hospice Evaluation and Legitimate Payment
- Improving Access to Medicare
- Medicare Audit Improvement
- Medicare DME
- Medicare Home Infusion
- Protecting Access to Rural Therapy Services
- VA Authority for Extended Care
- 340B Program
This year brought a special reason to celebrate for Hawaii’s skilled nursing and assisted living facilities. The members of the Hawaii Long Term Care Association (HLTCA), founded in 1982, joined the Healthcare Association of Hawaii (HAH) on January 1, 2015.

This reunification of two trade associations means that all of the state’s private and public skilled nursing facilities and assisted living facilities are now united under one umbrella.

“This gives the industry a stronger voice when speaking about matters of policy, legislation, and quality improvement. This reaffirms our commitment to continue to provide the excellent care that Hawaii’s kupuna deserve.”
— George Greene, Esq., President and CEO of HAH

“It’s nice to have the family back together again. How we provide for Hawaii’s seniors is a measure of the respect and compassion we have for them, a reflection of our dignity as a society. In pursuit of that philosophy, collectively is how we can best serve our kupuna and address the pressing challenges facing those who are dedicated to ministering to their needs.”
— Bob Ogawa, President of HLTCA
Quality

The National Partnership to Improve Dementia Care in Nursing Homes

Hawaii ranks #1 in the nation for appropriately low use of Antipsychotic Use for Long-Stay Nursing Home Residents. Hawaii had a 30.1% decrease (2011 – 2014).

Partnership for Patients (2010-2014)
• 22.7% improvement in Obstetric (OB) Trauma Rate
• 58.8% reduction in rate of vascular catheter-associated infections
• 71.7% reduction in pressure ulcer rates
• 77% reduction in rate of Ventilator-Associated Pneumonia
• 79.1% reduction in rate of Catheter-Associated Urinary Tract Infections (CAUTI)

Highlights
• 21 on-site quality coaching visits
• Advancing Excellence in America’s Nursing Homes Campaign
• INTERACT II training

Sharing Best Practices
• HAH Quality Committee
• New HAH Quality Committee dedicated to Post-Acute Care members
In 2013, Hawaii became one of only two states to conduct a statewide Community Health Needs Assessment (CHNA) through a partnership with Hawaii hospitals and the Hawaii Department of Health. This year, HAH began the CHNA process for plans to be submitted in 2016.

Healthy Communities Institute’s (HCI) conducted 75 key informant interviews and utilized the Hawaii Health Matters database for secondary data. HCI’s Florence Reinisch, MPH and Jenny Belforte, MPH presented their preliminary findings of public health challenges facing each county in the state to HAH members and HAH’s CHNA Advisory Group.

“Hospitals are embracing this opportunity to make a meaningful impact in addressing public health challenges.”
— George Greene, Esq.
Emergency Services

Rapid Response to Ebola Threat
- HAH Emergency Services developed and implemented an Ebola Virus Disease training, PPE stockpiling and patient transport program
- Co-Chaired EVD Working Group with the Department of Health

Program Highlights
- Hawaii Incident Management System course offered to Japanese hospitals in collaboration with John A. Burns School of Medicine
- Launched Active Shooter education program
- Emergency aeromedical missions in Hawaii and into the Pacific
- Response to two hurricanes in Hawaii
- Emergency Services Coalition expanded to include dialysis providers

Federal Hospital Preparedness Program Site Visit Key Findings:
- “The entire organization and execution of Hawaii’s [HAH] healthcare coalition is a best practice.”
- “Entire list of medical surge capabilities of the HAH healthcare coalition is a best practice.”
- Strong leadership
- Well-developed plans, procedures, communications and extensive experience
- Coalition on-line Learning Management System (LMS) is a best practice
- Clear, concise and actionable information
- Robust mass fatality planning and equipment
- Robust and redundant communications system is a best practice
- Implementation of HPATS (patient tracking system) is a best practice
During the RIMPAC 2014 naval exercises, HAH Emergency Services coordinated the largest humanitarian disaster relief exercise ever conducted in the U.S.

Hawaii Disaster Medical Assistance Team members and hospital staff conducted field triage in mobile hospital units and helicopter and ground ambulance evacuations of more than 160 simulated wounded from Ford Island to hospitals on 5 islands, as well as transporting casualty-actors and supplies to/from naval vessels from the US, New Zealand, and Japan.
Events & Education

HAH offered 55 free or reduced-rate educational opportunities for members in the 2013-2014 fiscal year, along with signature events offering opportunities for networking, sharing best practices and receiving updates from national healthcare leaders.

- Accountable Care Organizations
- Annual Membership Meeting
- Awards & Scholarship Dinner
- Advocacy Day
- Dementia for Acute Care
- DMEPOS Competitive Bidding
- ICD-10 Coding Education
- Joint Commission Resources Custom Education Program
- Long Term Care Trend Tracker
- On-the-Job Training
- Quest Integration Forum

At the Joint Commission Update: “Do you plan to make any changes to your clinical practice as a result of this education program?” 95% said YES
Be a part of collaborations across the continuum of care throughout Hawaii. Meet your peers in the industry.

HAH Member Committees:

- Regular Member Divisions
  - Acute Care Leadership
  - Long Term Care Leadership (skilled nursing and assisted living executives)
  - Home Care and Hospice Leadership (home health, hospice, and DME executives)
- Awards & Scholarship Committee
- Board of Directors and Executive Committee
- Chief Financial Officer Committee (hospital CFOs)
- Community Health Needs Assessment Advisory Group
- Chief Nursing Officers Roundtable (hospital CNOs)
- Emergency Management Committee
- Finance Committee
- Government Relations Committee
- Hawaii Affinity Team
- Hawaii Healthcare Heroes Committee
- Long Term Care Reimbursement Committee
- Mental Health Task Force
- Neighbor Island Committee
- Acute and Post-Acute Quality Committees
- Public Information Officer Working Group
- Transitions of Care Committee
HAH’s communications team works to elevate the positive image of Hawaii’s healthcare systems, correct media misperceptions, and highlight achievements of member facilities. It was a very favorable media year for HAH, with more than 30 earned media placements for HAH’s 75th Anniversary, Hawaii Healthcare Heroes, Ebola preparedness and RIMPAC.

HAH Update (weekly e-newsletter)
- 1,300 subscribers
- Open rate 25%
Hawaii Healthcare Heroes

Who is your Hawaii Healthcare Hero?
Help us honor a healthcare worker who was there for you in your hour of need.

Nominate:
• Online at HAH.org/heroes
• By Phone (808) 533-HERO

Deadline is Wed. Sept 17

In keeping with the goals in the strategic plan—to elevate the association’s profile and increase public confidence in and knowledge about healthcare—HAH launched Hawaii Healthcare Heroes in 2014. We believe this is the only patient-nominated awards program in the nation. Five heroes from Oahu and Lanai were profiled in the Star-Advertiser, MidWeek and Hawaii News Now and honored at HAH’s annual awards gala.

• 1,339 public service announcements
• More than $200,000 in leveraged publicity (TV, print, radio)
• More than 5 million verifiable media impressions
HAH represents the healthcare industry on more than 40 state and national leadership groups.

**Hawaii**

- Academic Progression in Nursing Conjoint Council, Hawaii State Center for Nursing
- American Organization of Nurse Executives (AONE)
- Chamber of Commerce of Hawaii Public Health Fund
- Chamber of Commerce Workplace Environment and Competitiveness
- Department of Health Antimicrobial Stewardship Collaborative
- Department of Health (DOH) Healthcare-Associated Infections Advisory & Steering Committees
- Department of Health Stroke Coalition
- Family Caregivers Working Group
- Governor’s State Innovation Model Initiative: Steering, Delivery/Payment Reform and Population Health Committees
- HAH/Hawaii Long Term Care Association Collaborative
- Hawaii Action Coalition Steering Committee, Robert Wood Johnson Foundation Future of Nursing Campaign: Campaign for Action
- Hawaii Advisory Committee, Joyful Heart Foundation
- Hawaii Health Connector Board
- Hawaii Health Information Corporation Board
- Hawaii Health Systems Corporation Quality Council
- Hawaii Performance Improvement Collaborative, State Office of Primary & Rural Health
- Hawaii State Center for Nursing Board
- Hawaii State Obesity Services Reimbursement Task Force
- Health Care Management Executive MBA Program Advisory Board, UH Shidler College of Business
- Healthcare Financial Management Association (HFMA)
- JABSOM Advisory Council of Hospital CEOs
- Mountain-Pacific Quality Health Foundation Board
- Public Relations Society of America (PRSA)
- State of Hawaii Emergency Services Patient Advocacy Task Force
- State of Hawaii Sepsis Task Force
- State Task Force on Alzheimer’s Disease and Related Dementias

**National**

- Advancing Excellence in Nursing Homes Campaign
- AHA Regional Policy Board 9
- Affiliate State Health Care Association Executives, American Health Care Association
- Allied Association Quality Committee, American Hospital Association
- American College of Healthcare Executives (ACHE)
- American Homecare’s State Leaders Council
- Association of University Programs in Health Administration (AUPHA)
- Council of State Home Care Associations
- Credentialing Committee, American Health Care Association
- Forum of State Associations, National Association of Home Care and Hospice
- Home Health POE Advisory Group, National Government Services, Inc. (NGS)
- Hospice POE Advisory Group, National Government Services, Inc. (NGS)
- Kidney Transplantation Committee, Organ Procurement Transplant Network (OPTN)/United Network for Organ Sharing (UNOS)
- National Association for Healthcare Quality (NAHQ)
- Quality Improvement Subcommittee, American Health Care Association
- State Hospital Association Executive Forum
HAH leveraged more than $67 million in direct monetary benefit for members this year.

$43.9 million in additional federal funds through the hospital sustainability program.
$11.3 million in additional federal funds through the nursing facility sustainability program.
$166,000 saved in travel costs from Joint Commission and other in-state education.
$9,500 in healthcare scholarships
$112,000 statewide quality improvement - Partnership for Patients
$7.7 million saved through defeat of bills that would have negatively impacted the healthcare system.
$500,000 accrued savings to participating HAH hospitals from statewide Community Health Needs Assessment.
$4 million indirect improvement in reimbursement rates through sustainability programs.

Leveraged National Resources